

LUCKY STRIKE CIGARETTE

IN a year it has become famous; the man's cigarette for the men who are working over here, and fighting over there.

The reason? Because it's made of Burley pipe tobacco and because—

IT'S TOASTED



Guaranteed by
The American Tobacco Co.

Win the War by Preparing the Land Sowing the Seed and Producing Bigger Crops

Work in Joint Effort the Soil of the United States and Canada
CO-OPERATIVE FARMING IN MAN POWER NECESSARY
TO WIN THE BATTLE FOR LIBERTY

The Food Controllers of the United States and Canada are asking for greater food production. Scarcely 100,000,000 bushels of wheat are available to be sent to the allies overseas before the crop harvest. Upon the efforts of the United States and Canada rests the burden of supply.

Every Available Tillable Acre Must Contribute; Every Available Farmer and Farm Hand Must Assist

Western Canada has an enormous acreage to be seeded, but man power is short, and an appeal to the United States allies is for more men for seeding operation.

Canada's Wheat Production Last Year was 225,000,000 Bushels; the Demand From Canada Alone for 1918 is 400,000,000 Bushels

To secure this she must have assistance. She has the land but needs the men. The Government of the United States wants every man who can effectively help, to do farm work this year. It wants the land in the United States developed first of course; but it also wants to help Canada. Whenever we find a man we can spare to Canada's fields after ours are supplied, we want to direct him there.

Apply to our Employment Service, and we will tell you where you can best serve the combined interests.

Western Canada's help will be required not later than April 5th. Wages to competent help, \$50.00 a month and up, board and lodging.

Those who respond to this appeal will get a warm welcome, good wages, good board and find comfortable homes. They will get a rate of one cent a mile from Canadian boundary points to destination and return.

For particulars as to routes and places where employment may be had apply to: U. S. EMPLOYMENT SERVICE, DEPARTMENT OF LABOR

REPORT TODAY

By KITTY PARSONS.

(Copyright, 1918, by the McClure Newspaper Syndicate.)

The strains of the Mendelssohn wedding march pealed out majestically as the bride and bridegroom came slowly down the aisle.

Eleanor had always declared that she would not race out of the church, the way some couples did, and she smiled happily at the many friends who were so eagerly watching the bridal procession.

"You were beautiful, my dear, perfectly beautiful!" declared one of the guests at the reception, a little later. "And the bridegroom in his uniform is quite the handsomest thing I have ever seen. I don't wonder you married him. Has he a long leave?"

"A whole week," returned Eleanor, "and we've planned such a wonderful trip!"

The happiness of the newly married couple seemed to be shared by everyone else, and the entire bridal party sat down to the wedding breakfast amid much laughter and merriment. The best man was just proposing a toast to the bride and groom when someone handed the captain a telegram.

"Bad news, dear?" asked Eleanor apprehensively.

"The worst possible. They want me to report at headquarters today. Something important has come up, I suppose."

"Oh, Allen, how cruel! Right in the middle of our wedding, too! You'll have to hurry, too," she added, rising to the occasion like a true soldier's wife. "There's a train that leaves at one-thirty and it's after one o'clock now. Come on and I'll drive you to the station."

"You are the most wonderful girl in the world," Allen told her for the thousandth time on the way to the station.

"It won't be for long, darling—it just can't be," she choked, as for a moment she clung to him helplessly.

But it was not until the last guest had gone that Eleanor threw herself on her bed and sobbed bitterly. It had been so sudden and unexpected, and they planned everything so carefully. Her trunk had gone and Allen had paid for their rooms at the little mountain inn, where they were going. Suddenly Eleanor sat up on her bed, with an inspiration.

"I'll go just the same," she declared. "Just to see what it is like. Everything's ready and I can come back tomorrow if I want to. It may be queer to go off on a wedding trip alone, but it's a lot nicer than staying here and having all the neighbors console with me. I'll do it!"

In a few moments Eleanor appeared before her mother, dressed for her journey, and the astounded lady looked at her in amazement. But Mrs. Osgood was a sensible woman and not easily disturbed, so she made little objection to her daughter's plans.

"If any word comes from Allen before I get back, please wire at once, mother dear. I'll be a good girl, so don't worry. Good-by."

On the thirty-mile train ride Eleanor allowed herself little time for thought, but knitted frantically all the way. The inn was some distance from the station, and the drive in the crisp winter air was delightful. There were few guests, and the kindly little old lady who kept the house did not bother her with useless questions, but took her to a cheerful sitting room where a great wood fire lay blazing on the hearth.

"Drink this tea, my dear, and rest yourself a bit. It's five now, so you'll not want dinner till seven. If you want anything, ring."

"I don't wonder he loved it here," thought Eleanor, and her eyes filled with sudden tears.

After a while her tired lids drooped and she fell asleep. It was almost seven o'clock when Eleanor was awakened by a sound in the room.

"It must be Mrs. Green, to tell me supper is ready," she considered drowsily, and sat up on the couch. Then her eyes almost popped out of her head, for sitting in a big chair by the fire was her husband.

"Allen!" she cried, "am I dreaming again?"

"Not a bit of it!" he assured her, taking her in his arms. "It was all a mistake—the telegram was supposed to read: 'Report at headquarters in a week from today.' Stupid, but it might have been worse. I telephoned you at once and your mother told me you had come here, so I took the next train after you—are you glad to see me?"

"Glad? Why, I can't believe my eyes or ears. It's so simply wonderful. I don't honestly believe I ever appreciated you before. But I do now, and I'm too happy for words."

Allen kissed her tenderly and they sat down and talked as if they had not seen each other for years. At last Mrs. Green actually did come to announce dinner.

"Could you eat anything?" asked Allen.

"Could I! I'm simply starved. It may not be romantic, but I am."

"So am I," admitted the bridegroom. "Then we'll make this the wedding breakfast that we both missed today. Come on, Captain Seales." And taking him by the hand, the bride pulled him willingly towards the dining room, where they did full credit to the inn's cookery.

Swift & Company Publicity

At a recent hearing of the Federal Trade Commission there was introduced correspondence taken from the private files of Swift & Company, which showed that the Company had been considering for some time an educational advertising campaign.

The need for this publicity has been apparent to us for several years. The gross misrepresentation to which we have recently been subjected has convinced us that we should no longer delay in putting before the public the basic facts of our business, relying on the fair-mindedness of the American people.

The feeling against the American packer is based largely on the belief that the income and well-being of the producer and consumer are adversely affected by the packers' operations, resulting in unreasonably large profits.

Swift & Company's net profit is reasonable, and represents an insignificant factor in the cost of living.

For the fiscal year 1917 the total sales and net profit of Swift & Company were as follows:

Sales
\$875,000,000.

Profits
\$34,650,000.

This is equivalent to a \$3,465 profit on a business of \$87,500.



If Swift & Company had made no profit at all, the cattle raiser would have received only one-eighth of a cent per pound more for his cattle, or the consumer would have saved only one-quarter of a cent per pound on dressed beef.

Swift & Company, U. S. A.

No Cause for Alarm.

"Were you frightened, my darling?" asked a doting mother of her little one, who had been lost and was found after several hours of diligent search. "Why, no, mamma," replied the child, wondering, "I wasn't lost; it was my home that was lost."

FRECKLES

New Is the Time to Get Rid of These Ugly Spots

There is no longer the slightest need of feeling ashamed of your freckles, as the prescription within—double strength—is guaranteed to remove those homely spots. Simply get no more of either—double strength—from your druggist, and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is evident that more than one woman is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength either, as this is sold under guarantee of money back if it fails to remove freckles—Adv.

Gave Him Away.

Willie—Say, now, pop must tell you a lot of riddles.

His Mother—Why do you ask?

Willie—Well, I heard him tell Mr. Jones last night that he had you guess-

Soft, Clear Skins.

Night and morning bathe the face with Cuticura Soap and hot water. If there are pimples first smear them with Cuticura Ointment. For free sample address, "Cuticura, Dept. X, Boston." Sold by druggists and by mail, Soap 25, Ointment 25 and 50—Adv.

Knew She'd Bought One.

Wife—"I attended the mammoth sale today." Hub—"Where are you going to keep the darned thing?"

THIS IS THE AGE OF YOUTH.

You will look ten years younger if you darken your ugly, grizzly gray hairs by using "La Creole" Hair Dressing—Adv.

Great Britain has 900,000 pensioners of war.

Green as Grass.

"I heard you had a cow for sale," began the lady who had just moved out from the city, "and as I'm thinking of buying one, I—"

"Well," interrupted the farmer, "that's that Jersey. That's one good 'tint in her that—"

"Oh, gracious! That would never do; I'd need a quart at least," exclaimed the lady—Boston Evening Transcript.

BOSCCH'S GERMAN SYRUP

will quiet your cough, soothe the inflammation of a sore throat and lungs, stop irritation in the bronchial tubes, insuring a good night's rest, free from coughing and with easy expectation in the morning. Made and sold in America for fifty-two years. A wonderful prescription, assisting Nature in building up your general health and throwing off the disease. Especially useful in lung trouble, asthma, croup, bronchitis, etc. For sale in all civilized countries.—Adv.

True to His Promise.

"Dearest, will you let me share your every sorrow after we are married?" she whispered as she cuddled her cheek against his.

"Yes, darling," he replied, again plucking a delicious kiss from her sweet lips.

It was the same lady who two years later wearily cried out:

"Oh, Tom, why can't you ever come into the house without bringing a tale of trouble with you? I'm so sick of hearing about how hard you have to work to keep the bills paid."—Chicago Herald.

The prodigal son gets the fattest real, but the prodigal daughter is lucky if she gets a plate of cold hash.

Nearly all of the principal cities of England have policewomen.

Took the Right Train.

"He came home on a freight train." "What was his hurry?"—Buffalo Express.

WOMAN'S CROWNING GLORY is her hair. If yours is streaked with ugly, grizzly, gray hairs, use "La Creole" Hair Dressing and change it to the natural way. Price \$1.00.—Adv.

Not Taking Any Chances.

Donald was repeatedly cautioned to be careful in crossing the street. One day, as he was about to go out to play, his mother warned him to watch out for autos, etc., to which he replied impatiently: "Oh, I do; I look up and down and every way along the street and I even look up in the sky to see if any airplanes are coming."

His Sole Objective.

"Something for you?" asked the salesman. "Certainly not," sternly replied J. Fuller Gloom. "Young man, do I look like a person who would enter a store when he wanted something? No, if there was something for me I would have to be hitched to a post outside while someone else came in and purchased the desired article. I am in reality touring the country on a bet that I will find a store where a turtle-headed clerk won't ask me if I want something."—Kansas City Star.

How's This?

We offer \$100.00 for any case of catarrh that cannot be cured by HALL'S CATARRH MEDICINE. HALL'S CATARRH MEDICINE is taken internally and acts through the blood on the Mucous Surfaces of the System. Sold by druggists for over forty years. Price 25c. Testimonials free. F. J. Cheney & Co., Toledo, Ohio.

The tusks of the cow elephant have been found best adapted to the making of billiard balls.

Of 80,000 graduate nurses in this country 2,000 already are in active war service.

BUY WHOLESALE

WE SHIP IN ILLINOIS AND MISSOURI

OUR SPECIALTY BRANDS

CHARGES PAID

FOR YOUR	Auto "Power-Oil"	per gal. in 55lb. 55lb. in 3 gal. cans 55lb.
AUTOMOBILES	Cummins Transmission Oil	15 " 15 " 15 "
OR	Cummins Cap Grease	15 " 15 " 15 "
TRUCK	Tractor "Power-Oil"	15 " 15 " 15 "
TRACTOR	Machine "Power-Oil"	15 " 15 " 15 "
FARM & DAIRY	Paraffin Separator Oil	15 " 15 " 15 "
MACHINERY	Steam "Power-Oil" (Cylinder)	15 " 15 " 15 "
STEAM ENGINES	"Power-Lastic" Boiler Setting Cement	15 " 15 " 15 "
" BOILERS	"Power-Lastic" Liquid	15 " 15 " 15 "
SMOKER STACK	"Power-Lastic" Hot Surface Paint	15 " 15 " 15 "
MACHINE	Cummins-Rule Base Cutting Compound	15 " 15 " 15 "
SHOP	Cummins-Oil Base Cutting Lubricant	15 " 15 " 15 "
ROOF AND	Red "Power-Oil"	15 " 15 " 15 "
ROOF REPAIRING	"Power-Lastic" Asbestos Fibre Cement	15 " 15 " 15 "
FRAM LAUNDRY	"Power-Lastic" Liquid	15 " 15 " 15 "
OR HOME WASHING	Cummins Laundry Soap	15 " 15 " 15 "
	Cummins Household Soft Soap	15 " 15 " 15 "

We have many other things you need. Write for information. The above goods are FIRST QUALITY—The price is LOW because we sell BY MAIL FOR CASH. If goods are not satisfactory return same and we will refund money.

THE POWER-OIL COMPANY
18 NORTH SECOND ST. ST. LOUIS

Seeds

Taken From Carefully Selected, Scientifically Bred Plants. They Bring Crops! SPECIAL BARGAIN IN GARDEN SEEDS, consisting of one package each of our improved Butter Lettuce, Dark Red Beet, Monthly Radish, Flat Dutch Cabbage, Silver Skin Onion and Our Hearty Tomato. Send 10c for this special bargain.

ALL KINDS OF CLOVER SEED. We have a big supply of Red, Crimson, Dutch White and Sweet Clover, Alsike, etc.; also fine Seed Oats, Timothy, Blue Grass and Red Top. Catalogue free on request. Send for it today!

Jul. Petersen Seed Co.
708 Carroll Street, St. Louis, Mo.

How to Make Oatmeal Bread

Healthful to Eat—Saves the Wheat

1 cup flour	1 cup cooked oatmeal or rolled oats
2 cups corn meal	2 tablespoons shortening
1 teaspoon salt	1 1/2 cups milk
5 teaspoons Dr. Price's Cream Baking Powder	No eggs
2 tablespoons sugar	

Sift together flour, corn meal, salt, baking powder and sugar. Add oatmeal, melted shortening and milk. Bake in greased shallow pan in moderate oven 40 to 45 minutes.

This wholesome bread is easily and quickly made with the aid of

Dr. Price's Cream Baking Powder

If used three times a week in place of white bread by the 22 million families in the United States, it would save more than 900,000 barrels of flour a month.

New Red, White and Blue booklet, "Best War Time Recipes", containing many other recipes for making delicious and wholesome wheat saving foods, mailed free.

DR. PRICE'S CREAM BAKING POWDER, 1013 Independence Boulevard, Chicago

FOOD WILL WIN THE WAR